

SMART AdServer

Smart AdServer Crosses the Threshold of 100 Clients in France

Paris, June 25th 2008 – **Smart AdServer, a major player in Europe in the field of aderving and digital marketing, is proud to announce that it just crossed the symbolic number of 100 French clients. Smart AdServer develops and markets an advertisement campaign management tool for agencies, advertisement departments and publishers. Created in 2001 by the AuFéminin group, the company has rapidly grown to become an important player on the French adserver market.**

Since the beginning of June, Smart AdServer serves 120 clients, 100 of which are in France. Half of the company's turnover comes from agencies, the other half comes from advertisement departments and publishers (1200 sites on 4 continents). Among the new French benchmark companies that now use Smart AdServer technology: Elsevier Masson, SeLoggerNeuf, PIXmania, Groupe Smart&Co, Croisierenet.com and FullSIX, 6:am group's media agency (previously DMC) .

The company was serving 20 clients at the beginning of 2006, then 87 clients at the end of 2007. With their 120 active clients, Smart AdServer has recorded a growth rate of 37% since the beginning of the year.

This success is attributed to the innovative functions offered by Smart AdServer. With the recently launched new 2.0 interface, Smart enables a better management and optimisation of online advertisement campaigns and the creation of new richmedia formats, their simplicity and the quality of the service given by technical and sales teams.

About Smart AdServer

Smart AdServer SAS develops and markets one of the main aderving technologies for the management of online campaigns for media agencies and publishers. Created in 2001, the company Smart AdServer has soon become a key player in France, posting the fastest growth in Europe in terms of customers compared with its competitors, thanks to the innovative and unique functionalities offered by its product, and its ease of use. Smart AdServer has 120 customers for 1200 sites spanning four continents.

Among its clients are large media agencies such as Zed digital, Starcom, Mindshare, Mediacom, Mediaedge:cia, Magna ... as well as a large number of sites and companies, including PIXmania, Reed Business, Radio Canada, Groupe Express-Expansion, NRJ Global, MSD, Wolters Kluwer, La Vanguardia, Trader.ca, Vacature, Curse Gaming, Amiado...
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